

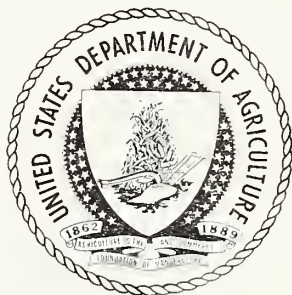
Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

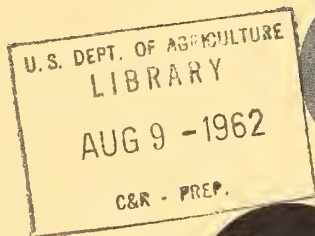
A238.2
Ag8

AD-33 Bookplate
(5-61)

UNITED STATES
DEPARTMENT OF AGRICULTURE
LIBRARY



BOOK NUMBER **A238.2**
13029 **Ag8**



from camera-ready ads
to helpful ideas for doing-it-
yourself, here's the Program
Book of ways you can reach
your own audience during
USDA's Centennial Year in
saluting American agriculture.

AGRICULTURE 100



UNITED STATES DEPARTMENT OF AGRICULTURE

The Partner Who's Always Out of Town

Every business has one—couldn't do without him, in fact. You won't find him in town simply because he's out on the land, working as a farmer or rancher. Yet every business depends on what he produces, benefits from what agriculture provides.

And food is only part of the story.

Take manufacturing, for instance. From trucks to TV sets, agriculture makes the product possible by supplying essential raw materials—soybeans for paints and plastics, wood and leather, wool and cotton, to name a few.

Once any product is on the market, the Nation's farmers and ranchers help again—this time as customers.

Electric, telephone, and gas suppliers count rural users among their main subscribers.

Any banking or insurance firm underwrites farming activities or a business that's supported by them.

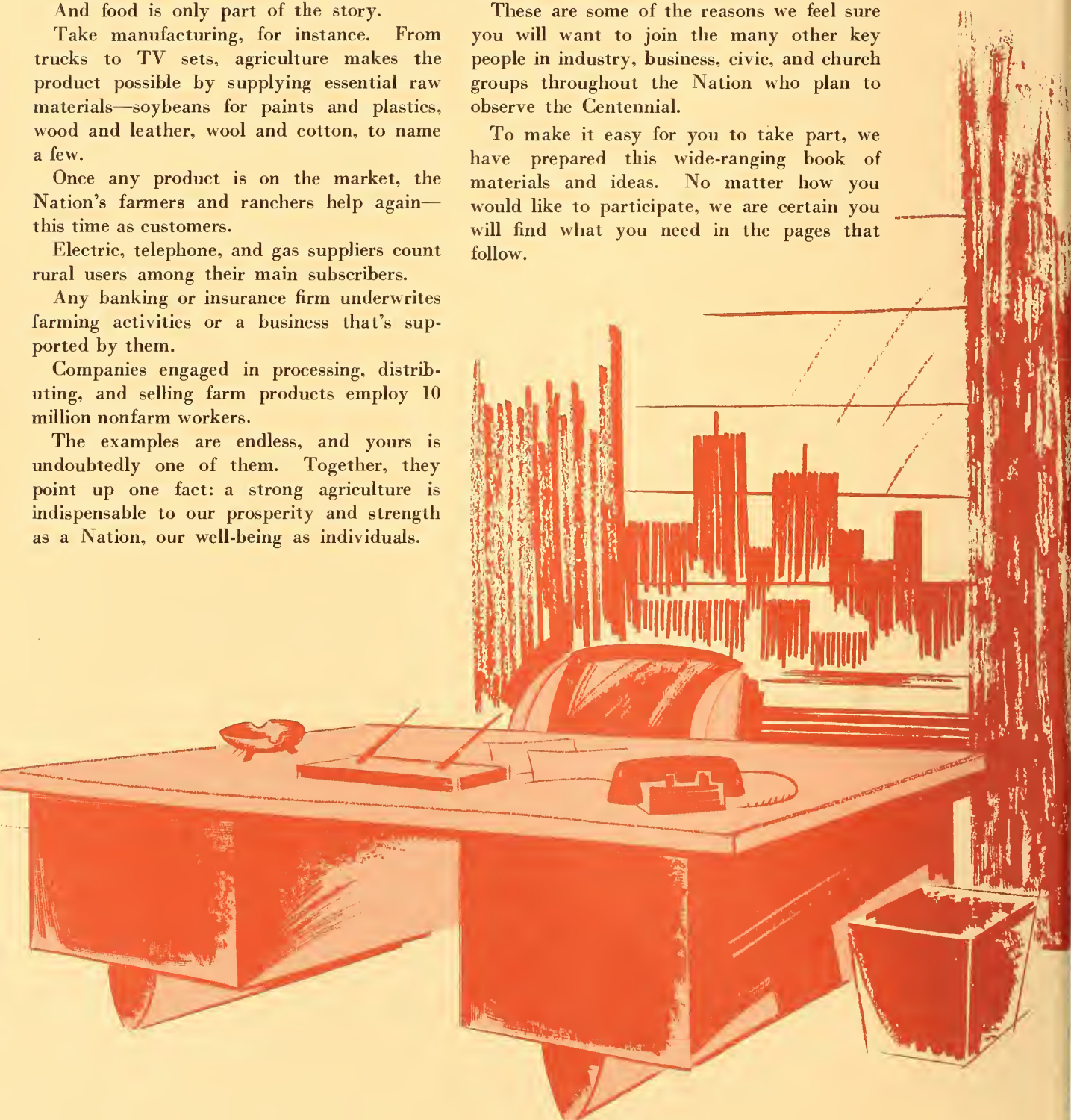
Companies engaged in processing, distributing, and selling farm products employ 10 million nonfarm workers.

The examples are endless, and yours is undoubtedly one of them. Together, they point up one fact: a strong agriculture is indispensable to our prosperity and strength as a Nation, our well-being as individuals.

In the past 100 years, fortunately, U.S. farming has become the most efficient and productive the world has ever seen. What's more, American agriculture has achieved this unprecedented record as a system of privately owned and operated farms.

These are some of the reasons we feel sure you will want to join the many other key people in industry, business, civic, and church groups throughout the Nation who plan to observe the Centennial.

To make it easy for you to take part, we have prepared this wide-ranging book of materials and ideas. No matter how you would like to participate, we are certain you will find what you need in the pages that follow.



Contents



NEWSPAPER AND MAGAZINE ADS -----page 3



SPECIAL CENTENNIAL MATERIALS -----page 33

Poster, plaque, filmstrips and slides,
motion pictures, publications, postage-meter ads,
radio and television materials, photos



IDEAS YOU CAN USE -----page 41

for banners, posters, window displays, billboards,
bag imprints, car cards, bag stuffers, exhibits



OTHER WAYS TO PARTICIPATE -----page 47

Speakers' Bureau, Film Festival,
organizing your own program

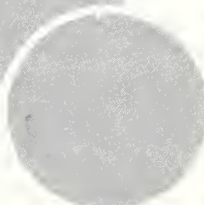
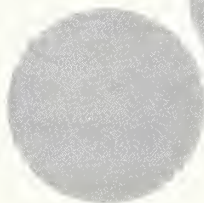
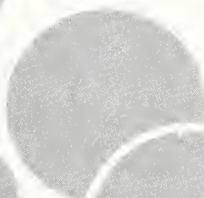
HOW TO USE THE MATERIALS

They're self-explanatory. The ads, for instance, are repro proofs you can detach and use as finished art. For other Centennial items, simply use the order forms provided.

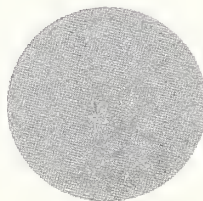
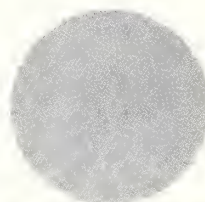
...and when

The Centennial begins officially on May 15, 1962, with a World Food Forum in Washington. Centennial activities will continue throughout the rest of 1962. Much of the material will be just as useful after the Centennial Year, and can be so used if you wish.





NEWSPAPER AND MAGAZINE ADS



A 60-line screen was used on the art in all the following ads except one, so that you can shoot them right from the book without having to rescreen halftone areas.

We would appreciate your sending us tear sheets after publication of any ads you use. Please mail them to:

Centennial Committee
U.S. Department of Agriculture
Washington 25, D.C.

"WHY SHOULDN'T I BE CHOOSY?"



... There's so much to choose from." You have a point, all right. For instance, if your favorite shopping place is like many markets today, you can choose from over 5,000 foods: Fresh ... canned ... frozen ... cut and trimmed ... concentrated ... dehydrated ... premixed ... heat and serve ... ready to serve ... and very likely a few new ones we haven't heard about yet.

Not only that, but you're getting more for your money than the food alone. And you have plenty of help from farmers, research agencies in industry and government, and all those engaged in transporting, proc-

essing, and selling food. They've teamed up on things like timesaving conveniences, built-in maid service, see-before-you-buy packaging. Now the food itself has a new ring to it ... sweet corn is sweeter, chickens are meatier, frozen strawberries taste fresher than ever before.

And whatever you choose, inspection and grading by the U.S. Department of Agriculture help make sure that the food is safe, wholesome, nutritious, and that its quality is clearly marked.

It's nice to know too that in relation to income, the cost of food is lower now than it has ever been.

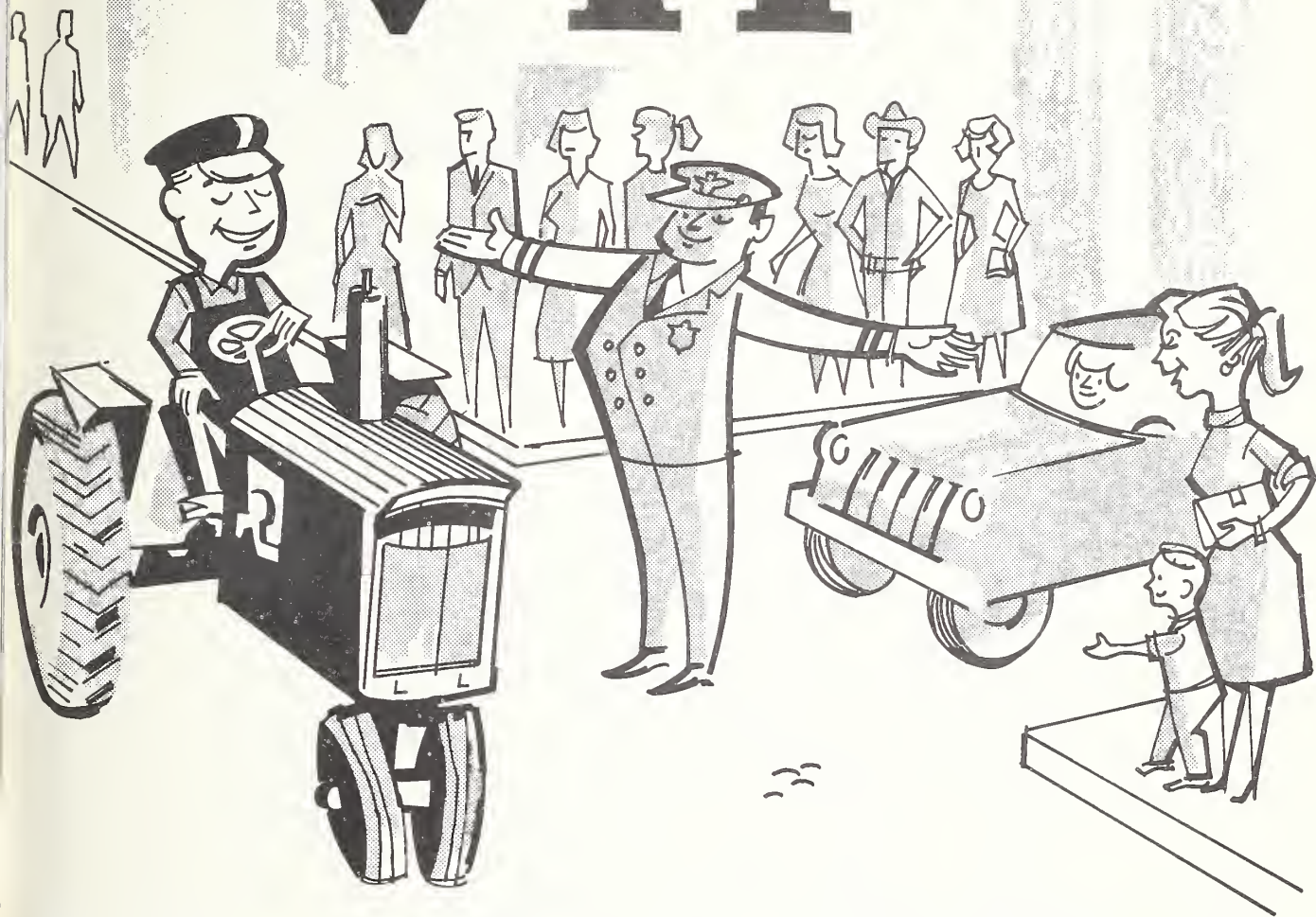


This year the U.S. Department of Agriculture is observing its 100th anniversary. In recognition of the centennial and as a public service, this message is published with the cooperation of the USDA by:

NAME OF SPONSOR



VIP



Why rate the American farmer as a VIP? Well, consider...

If he didn't produce enough food for a lot of people besides himself (26 to be exact), many of us would go hungry.

Actually, only 7 percent of the Nation's work force are farmers, and their number is still decreasing.

Yet agriculture is still America's largest industry, employing more workers than steel, transportation, public utilities, and the auto industry combined. It also creates more jobs than any other industry.

Sixteen million nonfarm jobs, in fact, depend directly on agriculture... jobs in processing food,

getting it from farm to market, in supplying tools for farming.

The American farmer is also a big consumer. Every year he buys enough tires for 6 million cars, uses more petroleum products than any other industry, spends another 3 billion on farm machinery. In addition he makes sizable purchases of TV sets, clothing, and all the things others buy.

Thanks to the farmer's unmatched productivity, America is the world's largest exporter of agricultural products. Our abundance is thus a powerful force for peace, relieving hunger abroad and promoting economic growth in newly developing nations.

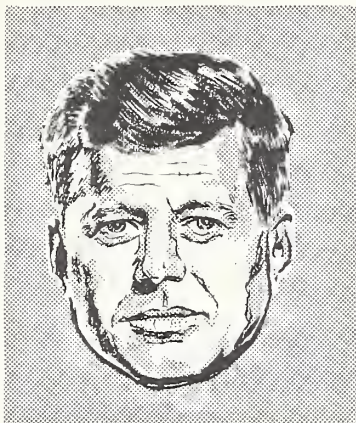
The American farmer a VIP? Please excuse the understatement.



This year the U.S. Department of Agriculture is observing its 100th anniversary. In recognition of the centennial and as a public service, this message is published with the cooperation of the USDA by:

NAME OF SPONSOR

“to promote the interests of peace”



President Kennedy has said: “American agricultural abundance offers a great opportunity for the United States to promote the interests of peace in a significant way and to play an important role in helping to provide a more adequate diet for people all around the world.

“We must make the most vigorous and constructive use possible of this opportunity. We must narrow the gap between abundance here at home and near starvation abroad.”



In agriculture this Nation's strength is second to none. Through their unequaled productivity, the farmers of America have made it possible not only for us to provide for our own needy, but to help relieve hunger and misery in every part of the world.

By sharing our abundance with newly developing nations, we also help them to strengthen their economies and to become strong new members of the free world.



This year the U.S. Department of Agriculture is observing its 100th anniversary. In recognition of the centennial and as a public service, this message is published with the cooperation of the USDA by:

N A M E O F S P O N S O R

LOOKING FOR A BARGAIN?



You'll find more of them in your food store than your car can hold.

Sure, food costs more than it used to. Most things do. Housing is up 40 percent in the past 15 years, medical care over 62 percent.

Yet in the same period, food rose only 15 percent and the average take-home pay of industrial workers jumped over four times that much.

The result? In relation to income, the real cost of the food is less today than it has ever been.



This year the U.S. Department of Agriculture is observing its 100th anniversary. In recognition of the centennial and as a public service, this message is published with the cooperation of the USDA by:

NAME OF SPONSOR





they depend on him downtown

Downtown, uptown, wherever they work, businessmen and manufacturers depend on the American farmer for a lot more than food. For instance, he supplies over half of all the raw materials used by American industry—wool and cotton, tobacco, wood for newspapers and rocking chairs, hides for shoes and handbags, soybeans for paints and plastics.

Industry also depends on farming for jobs and gets them—16 million nonfarm jobs in all.

As a customer, the farmer is America's biggest buyer of petroleum products. He buys enough tires annually for 6 million cars and spends a sizable fortune every year on farm machinery. He spends a great deal more on all the things from

dry cleaning to TV sets than city people buy too.

And if it weren't for his unmatched productivity (he's only 7 percent of the Nation's work force), industry and business would simply not have the manpower needed for them to make their vital contributions to our high standard of living, our strength as a world power.

This dependence works two ways, of course. The farmer couldn't do a single day's work without the active partnership of industry, not only in research and manufacturing, but in providing income for the millions of nonfarm workers he depends on to buy his products.

Naturally, industry and the farmer both benefit. And so do you.



This year the U.S. Department of Agriculture is observing its 100th anniversary. In recognition of the centennial and as a public service, this message is published with the cooperation of the USDA by:

NAME OF SPONSOR





“the fruitful source of advantage to all our people”

Thus wrote President Lincoln about the U.S. Department of Agriculture in 1862 when he signed the establishing act. In so doing, he answered a long-felt need.

Even before the Revolution, Benjamin Franklin was sending plants home from England. As the first Secretary of State, Thomas Jefferson imported both plants and animals that might be raised in America. (Wheat, oats, and oranges, cows, hogs, and sheep, incidentally, are among the many farm products first brought to this country from abroad.) In 1796, George Washington urged that a national board of agriculture be created.

The forerunner of the Department of Agriculture was the Patent Office. For years it distributed seeds to farmers, and collected farming information. Ever since the Department's founding, two of its chief jobs have

been similar: Research to improve farm methods and products; gathering and disseminating information to farmers.

During the past 100 years, American agriculture has made spectacular gains. In 1862 one farmer produced enough food for 5 people; in 1962 enough for himself and 26 others. Thanks to such productivity, America today provides ample food for its own citizens and shares its abundance with millions of hungry people throughout the world.

President Kennedy has proclaimed 1962 as the U.S. Department of Agriculture Centennial Year. In his proclamation he salutes the great achievements of America's farmers and says: “an economically sound agriculture and a rewarding rural life are essential to the national well-being.”



This message is brought to you as a public service during
the Centennial of the U.S. Department of Agriculture by:

NAME OF SPONSOR





WHO'S in charge here?

Oddly enough, the U.S. Department of Agriculture is. The wilderness area shown, a part of Klamath National Forest in California, is one of the 154 national forests. They are administered by the Department's Forest Service and cover more than

the combined areas of California and New Mexico (over 185 million acres). Besides providing a home for wildlife and supplying water, forage, and wood, our national forests offer unsurpassed recreation for all Americans to enjoy—now and in the future.



This year the U.S. Department of Agriculture is observing its 100th anniversary. In recognition of the centennial and as a public service, this message is published with the cooperation of the USDA by:

NAME OF SPONSOR

For best results in reproducing this ad on coated stock, use an 8 x 10 glossy of the photo, which you can have free and postpaid by writing for U.S. Forest Service Photo #463765, available from:

Centennial Committee
U.S. Department of Agriculture
Washington 25, D.C.





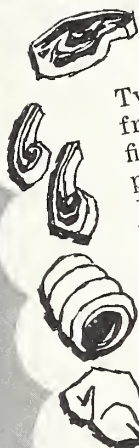
FOOD FOR FITNESS

A Daily Food Guide

Many of us in this land of agricultural plenty satisfy our hunger without satisfying our nutritional needs. The fact is, from vitamin A to the mineral Z, every person needs more than 40 sub-

stances from food. And that's true for both adults and children. To help you choose the food you need for fitness, the U.S. Department of Agriculture has prepared this simple guide.

Meat GROUP



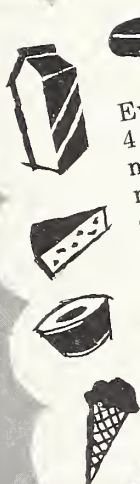
Two or more servings daily, chosen from beef, veal, pork, lamb, poultry, fish, eggs; or as alternates, dry beans, peas, nuts, peanut butter. Count as 1 serving 2-3 oz. cooked meat without bone, 2 eggs, 1 cup cooked beans or peas, 4 tbsp. peanut butter. All foods in this group are valued for their protein, which is needed for growth and repair of body tissue. They also provide iron, thiamine, riboflavin, and niacin.

Fruits and Vegetable GROUP



Four or more servings to include daily a citrus fruit or other fruit or vegetable rich in vitamin C; dark-green or deep-yellow vegetable rich in vitamin A at least every other day; other fruits and vegetables including potatoes. Foods in this group are valuable chiefly for their vitamins and minerals. Vitamin C is needed for healthy gums and body tissues, vitamin A for growth, normal vision, and healthy skin.

Milk GROUP



Every day, children should have 3 or 4 cups of milk, teenagers a quart or more, and adults a pint or more. The milk may be whole, skim, buttermilk, evaporated, or dehydrated. Milk is the leading source of calcium, needed for sound bones and teeth. It also provides high-quality protein, vitamin A, riboflavin, and many other nutrients. Related foods that may replace or supplement milk are cheese and ice cream.

Bread and Cereal GROUP



Four or more servings daily, chosen from bread, other baked goods, and cereals that are whole grain, enriched, or restored. The group also includes cornmeal, crackers, flour, grits, macaroni, spaghetti, noodles, rice, and rolled oats. Count as a serving 1 slice of bread, 1 oz. ready-to-eat cereal, $\frac{1}{2}$ to $\frac{3}{4}$ cup cooked cereal, cornmeal, grits, macaroni, spaghetti, noodles, or rice. Foods in this group furnish worthwhile amounts of protein, iron, several B vitamins, and energy.

Besides the kinds in these four main groups, chances are you'll want to round out meals and add variety by including extra foods such as butter, margarine, other fats and oils, and sugars.

This message is brought to you as a public service during the Centennial of the U.S. Department of Agriculture by:

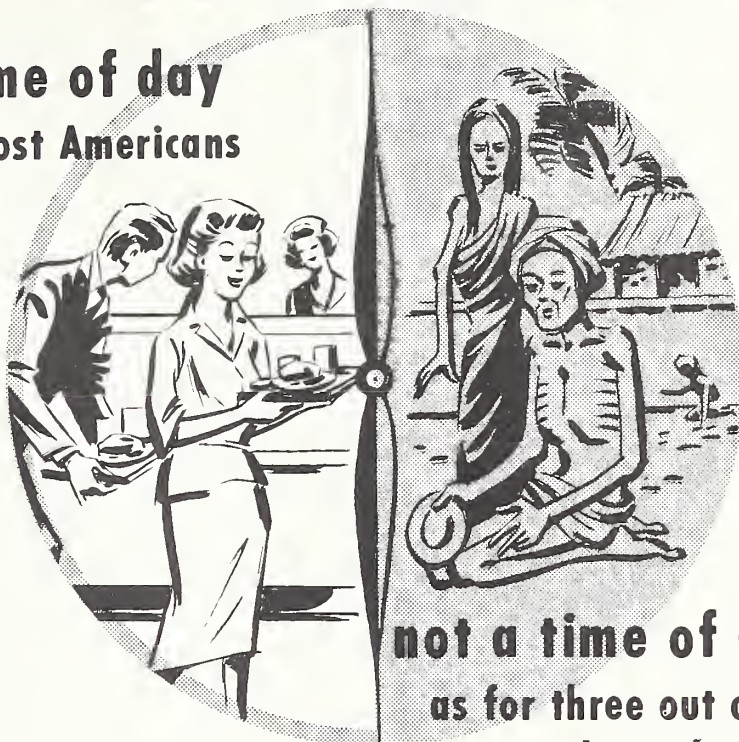
NAME OF SPONSOR



Growth Through Agricultural Progress

Thanks to Agriculture ***EATING is . . .***

**a time of day
for most Americans**



**not a time of need
as for three out of four
people in the world**

America is fortunate in being able to provide ample food for all its citizens, including the needy. Abroad, we are using our agricultural abundance on a larger scale than ever before to help relieve hunger among millions.

This abundance flows from American farmers—world leaders in agricultural production. In 1862, when farmers were well over half the labor force, each produced enough food for five people. Now agriculture has only

7 percent of the labor force, but each farmer produces enough for himself and 26 others besides.

During the past century, the American farmer has turned to many organizations for help, among them schools, industries, and his own associations. One of these organizations is the U.S. Department of Agriculture. This year, the USDA is observing its centennial of service in promoting the progress of American agriculture.

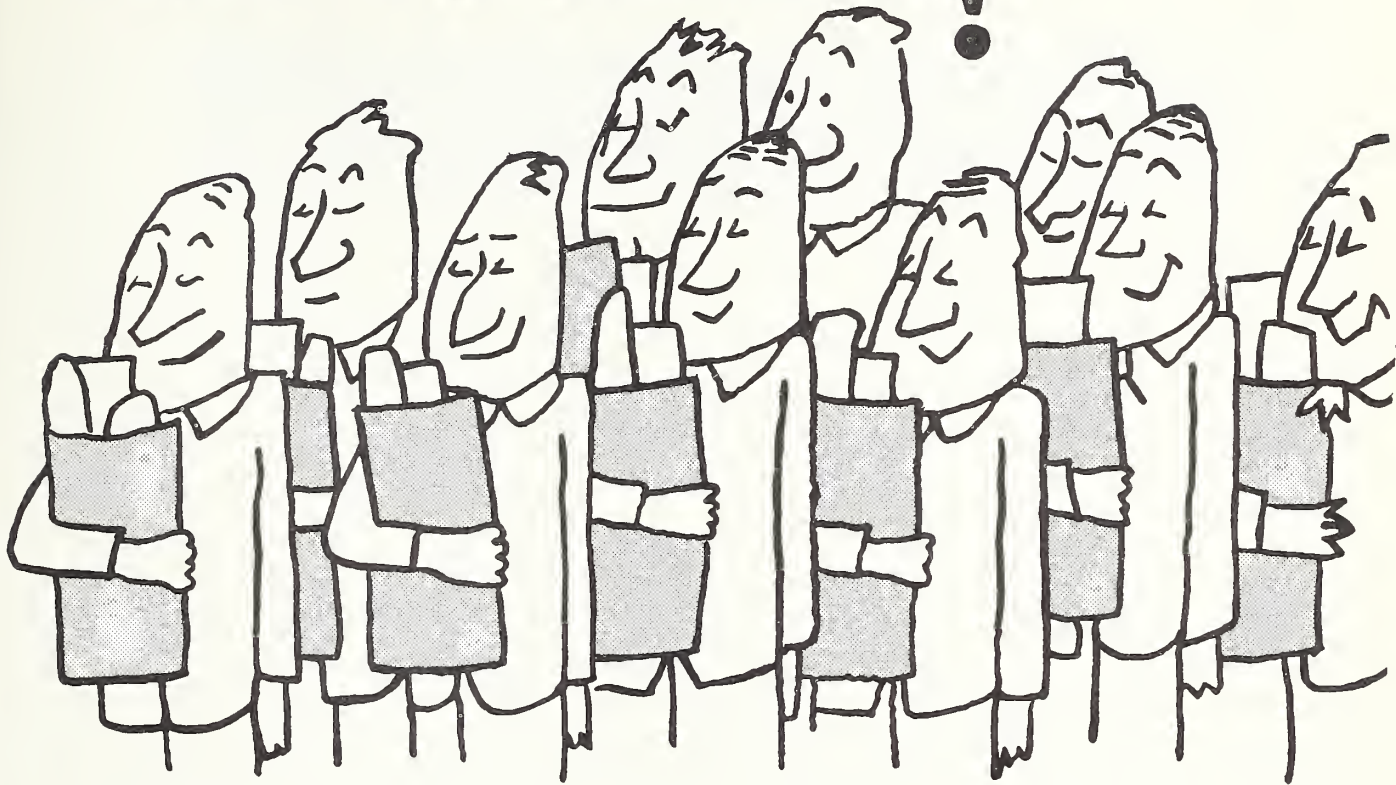


In recognition of the Department's centennial and as a public service, this message is published with the cooperation of the USDA by:

NAME OF SPONSOR



FOOD IS A BARGAIN!



Just after the war, the family grocery bill was about a fourth of our take-home pay. Today, it's only a fifth, even though food prices have gone up.

We're getting more for our money, too. More convenience through trimmed, packaged, and frozen foods . . . more built-in maid services in mixes, heat-and-serve dinners . . . more variety in our meals . . . more meat, eggs, and out-of-season fresh vegetables.

And while we get more for our money, we do pay more. Since about 1949, our food bill is up 15 percent. But housing rose 40 percent, transportation 62 percent, and the average take-home pay for industrial workers jumped 70 percent.

In relation to income, the real cost of food is now lower than it has ever been. All the more reason why food is a bargain.



This year the U.S. Department of Agriculture is observing its 100th anniversary. In recognition of the centennial and as a public service, this message is published with the cooperation of the USDA by:

NAME OF SPONSOR

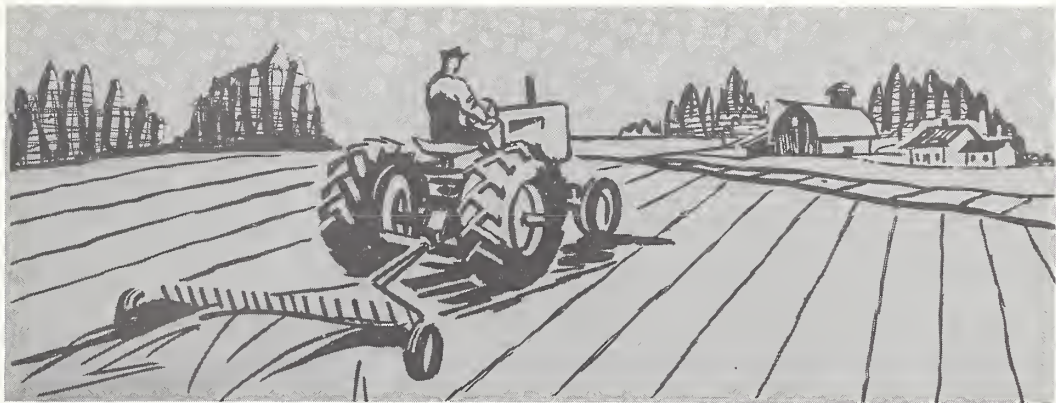


FARMERS produce more, sell more, buy more, create more jobs, than any other single industry in America.

Through the years, they have turned to many organizations for help. One of them is the United States Department of Agriculture.

This year, the USDA is celebrating its 100th anniversary of helping American farmers.

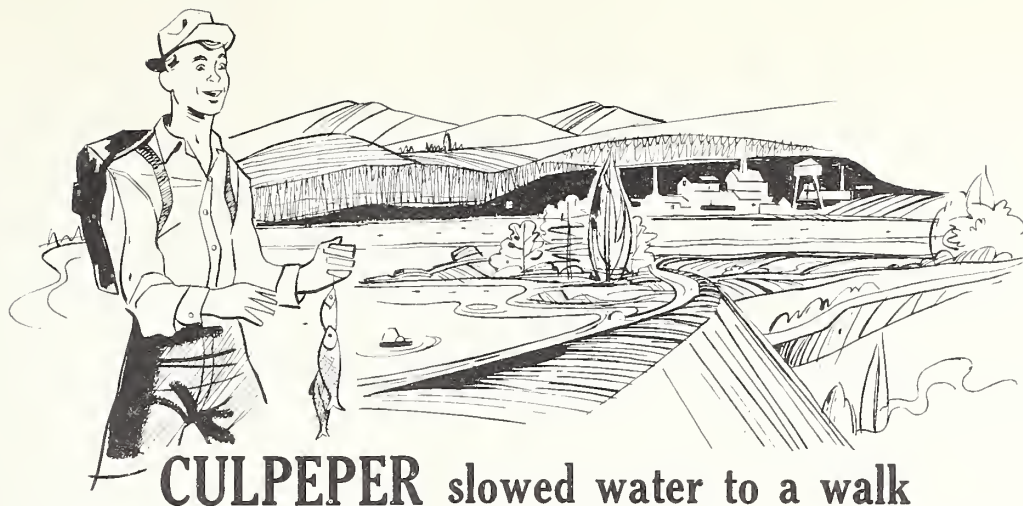
In so doing, the USDA also helps the whole Nation. As President Kennedy has said: "An economically sound agriculture and a rewarding rural life are essential to the national well-being."



This message is brought to you as a public service during the Centennial of the U.S. Department of Agriculture by:

NAME OF SPONSOR





CULPEPER slowed water to a walk

Floods were causing thousands of dollars damage every year. Yet severe droughts descended on them too. Thus it was for the people of the Mountain Run Watershed and nearby Culpeper, Virginia.

Then, supported by cost-sharing and technical help from the Federal Government, the community's farmers and townspeople set out together to solve their problem. Three flood-prevention dams were built, one of them also providing a badly needed municipal reservoir. Six miles of stream channel were cleared and improved. Farmers began using better soil-conservation methods.

Today the project is a successful reality. Among direct benefits so far are three new industries providing 400 new jobs, a new hospital, new homes and shopping centers, lakes and picnic sites, and farmland with a productive new lease on life.

The project is a good example of what can be done when local initiative and effort join with Federal cooperation. Through the part its Rural Areas Development program plays in such projects, the U.S. Department of Agriculture helps the people of rural communities to help themselves in creating new jobs and a better place to live.

This message is brought to you as a public service during
the Centennial of the U.S. Department of Agriculture by:

NAME OF SPONSOR



Growth Through Agricultural Progress

FARMER COOPERATIVES . . . as old as American Agriculture



Farmer cooperation is as old as American Agriculture itself.

Over the years, cooperatives have earned a place of importance in our economy.

The development of agricultural cooperation is a story of the farmer's never-ending efforts to better his lot. For some 150 years he has been learning how to formally cooperate with his neighbor to mutual advantage in the business side of his farming.

Farmer cooperatives help their members increase their returns from products marketed, obtain better quality farm supplies and services, and bring about savings through operations at cost. They help farmers get food and fiber to the general public efficiently.

Cooperatives also enable farmers to receive electricity and telephone service, thus making their life easier and their work more productive.

In helping to strengthen farmer cooperatives, the U.S. Department of Agriculture is working to help farmers—the owners of these economic farm tools.

This message is brought to you as a public service during
the Centennial of the U.S. Department of Agriculture by:

NAME OF SPONSOR



Growth Through Agricultural Progress



SPOT ADS

Here are some simple spots you can use "as is" or as ideas for developing your own small-space ads.

We Join the Nation
in Paying Tribute to
100 Years of Service
by the U.S. DEPARTMENT OF AGRICULTURE



NAME OF SPONSOR

All of us at
NAME OF SPONSOR
are happy to congratulate

**THE U.S. DEPARTMENT
OF AGRICULTURE**

on its CENTENNIAL

NAME OF SPONSOR

SAYS

"Happy Birthday"

to the United States
Department of Agriculture



on your 100th Anniversary

Congratulations
to the
*U.S. Department
of Agriculture*
on your
100th
Anniversary
NAME OF
SPONSOR



Growth Through Agricultural Progress



NAME OF SPONSOR

salutes the

**UNITED STATES
DEPARTMENT OF
AGRICULTURE**

on its 100th Anniversary



DROP-IN ADS

These are ad elements, designed for you to include in larger ads that you have prepared yourself.



Growth Through Agricultural Progress

This year the U.S. Department of Agriculture observes its 100th anniversary. We are happy to join the USDA in saluting the American farmer for his many contributions to the Nation's welfare.



Growth Through Agricultural Progress

Agriculture and American farmers have helped bring our product to you. We're happy to join in saluting the U.S. Department of Agriculture in this, its 100th year of service to the Nation.



Growth Through Agricultural Progress

We are happy to join the U.S. Department of Agriculture in saluting the contributions of American farmers to the Nation's welfare.



Growth Through Agricultural Progress

Our product is one of many that depends upon American agriculture. We're proud to salute farmers and ranchers during the Centennial Year of Agriculture.



Growth Through Agricultural Progress

We are proud to salute 100 years of progress by the agricultural industry in this, the Centennial Year of the U.S. Department of Agriculture.



Growth Through Agricultural Progress

This is the Centennial Year of Agriculture. We are happy to salute farmers, agricultural industry, and the U.S. Department of Agriculture for their many contributions to us all.

GPO 618727-11



SPECIAL CENTENNIAL MATERIALS



Highly decorative wherever you put them, here are two versatile Centennial reminders that you can use in many ways.

For example, they can be displayed in offices and stores, on TV shows, in libraries, schools, lobbies, show windows, lounges, exhibits, meetings, and fairs.

Whether you use them separately or together, they are sure to draw a lot of favorable attention.

THREE-DIMENSIONAL PLAQUE

"Must be seen to be appreciated" definitely applies to this display-size, three-dimensional reproduction of the official Centennial symbol. Over-all size is approximately 15" wide and 22" high. It is vacuum-formed of non-brittle white plastic and makes striking use of brown, green, and black. The plastic symbol itself has a sturdy cardboard back with a slot for mounting on the wall. Each plaque comes individually boxed.



Richard Rush Studio
Branch Office
Box 104
Annandale, Virginia

Date _____

Gentlemen:

Please send me postpaid from Chicago _____ plaques at \$6.25 each.

Check or money order for \$_____ is enclosed.

Name _____

Company or organization _____

Address _____

Centennial Committee
U.S. Department of Agriculture
Washington 25, D.C.

Date _____

Gentlemen:

Please send free and postpaid _____ copies* of the Centennial poster. I intend to use it for _____

Name _____

Company or organization _____

Address _____

*Sorry, but 15 copies is the maximum unless you have a special need for more. If so, tell us what it is and we'll do our best to accomodate you.

in bright colors . . .

THE OFFICIAL POSTER

The actual poster is 19" x 26½" and is printed in red, blue, yellow, gray, and black on white book paper. Looks great!

CENTENNIAL

U.S. DEPARTMENT OF AGRICULTURE



America's Strength...Agricultural Abundance



FILMSTRIPS AND SLIDE SERIES

AMERICA THE BEAUTIFUL

(C-77) (Filmstrip, \$6; slide series, \$8.60)

Set of 50 shots, one from each State, that illustrate how good conservation practices have changed the agricultural landscape. (52 frames, color)

FOOD COSTS

(C-80) (Filmstrip, \$6; slide series, \$6.90)

Explains the relationship between retail prices, farm prices, marketing spreads, and their part in the overall price to consumers for farm commodities. (18 frames, color)

WHEN IT'S YOUR TURN AT THE MEAT COUNTER

(C-16) (Slide series only, \$7.40)

Gives consumers information to assist them with the purchase of beef. Shows the various Federal grades of beef sold at retail and suggests how beef can best be used by grade and cut. (28 frames, color)

FOOD IS A BARGAIN

(C-83) (Filmstrip, \$6; slide series, \$6.95)

Provides a 19-frame story of how we are getting more food for our labor today compared with 10 years ago. Colorful, light-hearted cartoons highlight the cost of food, the amount of service we get, the cost of marketing, and our relatively low-cost food bill. (19 frames, color)

4-H CLUB WORK IN THE U.S.A.

(698) (Filmstrip, \$2; slide series, \$4.60)

Presents a pictorial record of 4-H Club activities in the United States. (52 frames, black and white)

SOIL CONSERVATION IS YOUR BUSINESS

(706) (Filmstrip \$2; slide series, \$5.15)

Illustrates our dependence on the soil, examples of soil impoverishment, and measures that can be applied to conserve our land. (62 frames, black and white)

How to Obtain: Available for purchase only through Photo Lab, Inc., 3825 Georgia Avenue NW., Washington 11, D.C.



MOTION PICTURES

Documentary Centennial Film **AGRICULTURE U.S.A.**

16 mm., color, 27½ min.

This film, produced in commemoration of the Centennial Year, presents a sweeping panorama of just how much is involved in this big business of feeding the people of America and providing the raw materials for industry.

Available After May 15, 1962



Specially Produced **CENTENNIAL TV SERIES**

This series of new films, produced for Centennial Year showing, will provide television stations with an up-to-the-minute look at the Nation's agriculture. Each film is 16 mm., 13½ minutes long, reveals a different phase of agriculture, and relates it to the life of every man, woman, and child.

Among the titles in the series are: OUR LAND—ITS MANY FACES; HERITAGE RESTORED; DISCOVERY; OUR AGRICULTURAL LIFELINES; ALICE IN NUMBERLAND; WE SHOW THE WAY; IT'S A FARMER'S BUSINESS; and NEW MARKETS FOR AMERICAN AGRICULTURE.

Available After May 15, 1962

THE AGRICULTURE STORY (color, 13½ min.)

Captures the big story of American agriculture and the vital contributions by the U.S. Department of Agriculture, working with the States, the farmer and industry. The film highlights USDA's interrelated services in research, education, conservation, stabilization, regulatory, credit and marketing.

BREAKTHROUGH (color, 27½ min.)

Shows the challenges that are offered in the research fields of agriculture. Reveals the constant probing and studying that are necessary before a "breakthrough" is achieved.

A COMPASS FOR AGRICULTURE (color, 21½ min.)

Describes the origin of crop reporting in American agriculture, the work of the Crop Reporting Service of the U.S. Department of Agriculture, and the value of this information to farmers.

THE FOREST (color, also b/w, 28 min.)

Relates the multiple use benefits to be obtained from our National Forests. Shows how water is conserved; how timber grows, is harvested and replenished; how range and wildlife flourishes, and how mankind may enjoy the natural beauty and healthful recreation available.

HIDDEN MENACE (color, 23 min.)

Presents a graphic story of the menace of pests and diseases transported from foreign shores to the United States; portrays the constant vigilance of plant and animal quarantine inspectors at borders, seaports, and airports.

MIRACLES FROM AGRICULTURE (color, also b/w, 13½ min.)

Dramatizes the story of high-quality foods—the result of efficient production and marketing—and of farm products with new qualities for consumer and industry. Emphasizes the role of research and agricultural services from farm to market to home.

THE REA STORY (color, 27½ min.)

Stresses the importance of electric power to farms and ranches in remote areas. Presents scenes showing farm life before and after electricity.

THE TRIPLE THREAT OF BRUCELLOSIS (color, also b/w, 27 min.)

Explains the incidence of brucellosis in the U.S. and emphasizes the threat of this disease to cattle, swine, and human beings (as undulant fever). Contains historical data on disease and vaccines.

WATER FOR FARM AND CITY (b/w, 13½ min.)

Portrays the effect of water upon the land and its people. Presents case studies of farmers and ranchers across the country who have joined forces with nature to help sustain us all.

WILDERNESS TRAIL (color, 14½ min.)

Follows a pack trip by Trail Riders into Wyoming to show how wilderness areas in National Forests are protected and kept in their natural state for the benefit and enjoyment of all.

YOUR MEAT INSPECTION SERVICE (color, 27½ min.)

Tells graphically the story of the Federal Meat Inspectors, who guard the wholesomeness of our Nation's meat supply. Instills a new understanding of the value of the purple stamp that means U.S. Inspected and Passed.

How to Obtain: Sound prints of these 16 mm. films may be obtained for television use by writing the Motion Picture Service, U.S. Department of Agriculture, Washington 25, D.C. For public showings other than television, prints may be obtained on loan from Cooperating Film Libraries in each State.

Cooperating Motion Picture Libraries Distributing USDA Films

Alabama—Extension Service, Auburn University, Auburn.

Alaska—Extension Service, University of Alaska, College.

Arizona—Bureau of Audio-Visual Services, University of Arizona, Tucson 25.

Arkansas—Arkansas State Teachers College, Conway; Extension Service, P.O. Box 391, Little Rock.

California—Extension Division, University of California, Berkeley 4.

Colorado—Bureau of Audio-Visual Instruction, University of Colorado, Boulder; Visual Aids Service, Colorado State University, Fort Collins.

Connecticut—Audio-Visual Center, University of Connecticut, Storrs.

Delaware—Dept. of Rural Communications, University of Delaware, Newark.

District of Columbia—D.C. Public Library, Washington 4.

Florida—Dept. of Visual Instruction, University of Florida, Gainesville.

Georgia—Ga. Agrl. Extension Service, Athens; Film Library, Center for Continuing Ed., University of Georgia, Athens.

Hawaii—Extension Service, University of Hawaii, Honolulu 14.

Idaho—Extension Service, 317½ North 8th St., Boise.

Illinois—Visual Aids Service, University of Illinois, Champaign.

Indiana—Audio-Visual Center, Indiana University, Bloomington; Audio-Visual Center, Purdue University, Lafayette.

Iowa—Visual Instruction Service, Iowa State Univ., Ames.

Kansas—Bureau of Visual Instruction, University of Kansas, Lawrence; Extension Information Dept., Kansas State Univ., Manhattan.

Kentucky—Dept. of Audio-Visual Services, University of Kentucky, Lexington 29.

Louisiana—Extension Service, Louisiana State University, Baton Rouge 3.

Maine—Dept. of Public Information, College of Agriculture, University of Maine, Orono.

Maryland—Extension Service, University of Maryland, College Park.

Massachusetts—Audio-Visual Center, University of Massachusetts, Amherst.

Michigan—Audio-Visual Education Center, University of Michigan, Ann Arbor; Audio Visual Center, Michigan State University, East Lansing.

Minnesota—Extension Service, Institute of Agriculture, University of Minnesota, St. Paul 1.

Mississippi—Extension Service, Mississippi State University, State College.

Missouri—Audio-Visual Education Dept., Div. of Continuing Ed., University of Missouri, Columbia.

Montana—Office of Information, Montana State College, Bozeman; Montana State Film Library, Sam Mitchell Bldg., Helena.

Nebraska—Bureau of Audio-Visual Instruction, University of Nebraska, Lincoln 8.

Nevada—Extension Service, University of Nevada, Reno.

New Hampshire—Audio-Visual Center, University of New Hampshire, Durham.

New Jersey—New Jersey State Museum, State House Annex, Trenton 7.

New Mexico—N.M. Library Comm., P.O. Box 4158, Santa Fe; Extension Service, New Mexico State University, University Park.

New York—Film Library, N.Y. State Dept. of Commerce, Albany 7; Extension Service, College of Agriculture, Cornell University, Ithaca.

North Carolina—Bureau of Visual Instruction, University of North Carolina, Chapel Hill; Extension Service, North Carolina State College, State College Station, Raleigh.

North Dakota—Extension Service, North Dakota State University, Fargo.

Ohio—Extension Service, College of Agriculture, Ohio State University, Columbus 10; Dept. of Audio-Visual Education, State Department of Education, Columbus 15.

Oklahoma—Audio-Visual Education Dept., University of Oklahoma, Norman; Division of Agriculture, Oklahoma State University, Stillwater.

Oregon—Office of Audio-Visual Instruction, Oregon State University, Corvallis.

Pennsylvania—Audio-Visual Center, Chatham College, Pittsburgh 32; Audio-Visual Aids Library, Pennsylvania State University, University Park.

Puerto Rico—Extension Service, University of Puerto Rico, Rio Piedras.

Rhode Island—The Library, University of Rhode Island, Kingston.

South Carolina—Extension Service, Clemson College, Clemson; Audio-Visual Aids Bureau, University of South Carolina, Columbia 19.

South Dakota—Extension Service, College of Agriculture, South Dakota State College, College Station.

Tennessee—Division of University Extension, University of Tennessee, Knoxville 16.

Texas—Visual Instruction Bureau, University of Texas, Austin; Extension Service, Texas A. & M. College, College Station.

Utah—Audio-Visual Division, Utah State University, Logan.

Vermont—Vermont State Film Library, Audio-Visual Services Department, University of Vermont, Burlington.

Virginia—Extension Service, Virginia Polytechnic Institute, Blacksburg 12; Bureau of Teaching Materials, Board of Education, Richmond 16.

Washington—Office of Visual Education, Central Washington College, Ellensburg; Audio-Visual Center, Washington State University, Pullman.

West Virginia—Audio-Visual Aids Department, The Library, West Virginia University, Morgantown.

Wisconsin—Bureau of Visual Instruction, University of Wisconsin, Madison 6.

Wyoming—Audio-Visual Dept., University of Wyoming, Laramie.



PUBLICATIONS

Here is a rich source of information and ideas you can use in advertising copy, public-relations work, press releases, speeches and exhibits, special articles for newspapers, for company, trade, and general-interest magazines, in television and radio scripts.

The publications were selected not only for their timeliness during the Centennial, but also for their special interest to urban people. They make excellent items to distribute at any meeting keyed to agriculture and the Centennial.

THE U.S. DEPARTMENT OF AGRICULTURE: HOW IT SERVES YOU. (PA 394) A brief outline of the organization of the Department, its activities, and relationship to Land-Grant Colleges. Single copies are available free from the Office of Information, U.S. Department of Agriculture, Washington 25, D.C.

BACKGROUND ON OUR NATION'S AGRICULTURE. (L 491) A popular presentation of facts on our nation's biggest industry. Single copies are available from the Office of Information, U.S. Department of Agriculture.

FOOD FOR A NATION. A general discussion of a farm program, its objectives and relationship to taxpayers, consumers, labor, and industry. Single copies are available from the Office of Information, U.S. Department of Agriculture.

THE FOOD WE EAT. (MP 870) The story of the modern-day miracle of abundant good food, the matchless productivity of American farmland, and the efficiency of the American farmer. Single copies are available from the Office of Information, U.S. Department of Agriculture.

FOOD IS A BARGAIN. (MB 18) A picture story of the changes in the Nation's food bill between 1947-49 and 1960 and what happens today to the money spent in the market for foods produced on American farms. Single copies are available from the Office of Information, U.S. Department of Agriculture.

FOOD FOR THE FUTURE THROUGH RESEARCH. (AIB 220) The miracle of plentiful and increasing food supplies for our ever-larger population. Single copies are available from the Office of Information, U.S. Department of Agriculture.

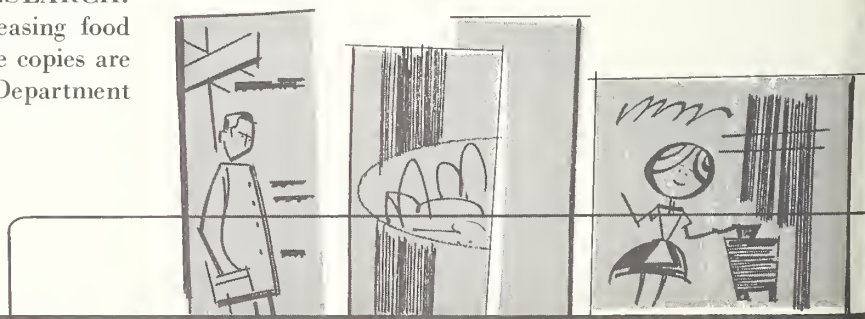
FARMING IN THE UNITED STATES. (AIB 246) The story of American farming and the people engaged in it. Single copies are available from the Office of Information, U.S. Department of Agriculture.

THE 1962 YEARBOOK OF AGRICULTURE. Will present historical developments that show the magnitude and directions of agricultural progress and change in the past 100 years. Date of publication will be announced in 1962. Copies will be available by purchase from the Superintendent of Documents, Government Printing Office, Washington 25, D.C., at a price to be announced at time of release.

CENTENNIAL HISTORY. Will be a chronological account of the Department's development, beginning with the earliest proposal for a Federal agricultural agency. Will emphasize changes in the Department's functions and organization which have resulted from legislative authorization and direction. Special attention will be given to the origin and development of new lines of work which have resulted in major additions to the Department's functions and in significant changes in Department policy. Date of publication will be announced as early as it can be established in 1962. Copies will be available from the Superintendent of Documents, Government Printing Office, Washington 25, D.C., at a price to be announced at time of release.

If you need specific information you don't find in the above publications, let us know what you require. Chances are you'll find it in other USDA publications we'll be glad to send you. Write to:

Publications Division
Office of Information
U.S. Department of Agriculture
Washington 25, D.C.



Postage Meter Ads



Designs 1 through 5 are for R-line postage meters. Designs 6 and 7 fit the DM model. All are actual size.

Printed instructions for attaching plate to meter are shipped with each order. Please order directly from Pitney-Bowes, using the form below.



1



2



3



4



5



6



7

Pitney-Bowes, Inc.
Walnut & Pacific Streets, Stamford, Connecticut

Date _____

Gentlemen:

Please ship the Centennial meter ad plates checked at \$12.00 each for the R designs and \$9.00 each for the DM designs, plus Parcel Post and any local tax that may apply. ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7

For meter model or serial number _____

Name _____ Company or organization _____

Address _____



RADIO-TELEVISION

All the materials listed here will be available in March 1962, unless otherwise noted. They are supplied free.

RADIO

26 four-minute vignettes featuring significant milestones in our agricultural growth, plus interesting Americana from early editions of the USDA's "Agricultural Yearbook."

Platter containing 20- and 30-second spots, each telling of a dramatic episode during the past century of USDA service.

A 28½-minute dramatized history of the Department. Covers high points in 100 years of growth, from early seed distribution to modern triumphs of research, such as the aerosol bomb, insecticides, and new varieties of crops. Makes clear how all this has helped keep U.S. food the least expensive in the world. Available in April.

13½-minute version of the above. Also available in April.

TELEVISION

9 Centennial films (see "Motion Pictures" above).

A 13-minute kinescope of televised program dramatizing the history of the USDA, using live action, film clips, and still photos. Available in April.

6 one-minute film spots on the Department's history. They cover such topics as a roundup by traditional cowboys compared with motorized methods, old and new

ways of growing wheat, oxen and horses compared with tractors, contrast of hand milking and machine milking, butter churning, and changes in livestock during the last 100 years.

26 slides for station breaks and other uses. Slides include photo and cartoon contrasts between old and new farming practices, Centennial slogans, progress of the American farmer since 1862. A new slide will be made available every two weeks, starting in early 1962.

6 photo packages, each consisting of 10 to 15 pictures in a sequence to run approximately 4 minutes. Packages show advances in raising livestock and cultivating crops, in machinery, marketing, and research.

26 "video shorties," each a 1-picture feature for 30 seconds' air time. Pictures are all outstanding photos from the USDA's Centennial Photography Exhibit. One will be issued every two weeks, starting in early 1962.

12 consumer-slanted features dealing with food and clothing from a homemaker's viewpoint. Each is about 4 minutes long and consists of still photos with script or sound on film. Available monthly starting in early 1962.

To order, just write, wire, or telephone:

Radio and Television Service
Office of Information
U.S. Department of Agriculture
Washington 25, D.C.
phones: DUDley 8-5163, DUDley 8-5746

Background material and pictures to help you with your own productions dealing with the Centennial are also available. Let us know your needs.



PHOTOGRAPHS

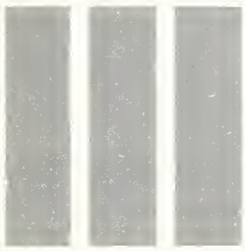
Containing 46 photos and brief text. "100 Years of Service" is a 16-page booklet of pictures highlighting the development of agriculture throughout the Department's history and major USDA activities today. We will be glad to send you a copy free and postpaid. You can order any of the photos and you're sure to find them helpful in preparing your own exhibit, article, program, show window, or other Centennial feature.

If you need photos other than those in the booklet, let us know and we may be able to supply them from the extensive USDA photo files.

Write to: Centennial Committee
U.S. Department of Agriculture
Washington 25, D.C.



Photos are free to public media. Others may purchase 8 x 10 prints at \$1.10 each.



IDEAS YOU CAN USE





BANNERS AND POSTERS

Here are messages you can use on banners and posters for meetings, dinners, displays, and in locations of all kinds. The copy elements can be combined or modified in many ways, and they can also help you decide on an entirely

different message. The form your banner or poster takes will depend, of course, on your own resources and how it is to be used. A good general rule for the text, though, is to keep it short and simple.

Growth Through Agricultural Progress

U.S. Department of Agriculture—
A Century of Service to City and Farm

America's Future Begins on Its Farms

Man's History Springs from the Land

Saluting the USDA on Its Centennial

100th Anniversary

U.S. Department of Agriculture

America's Strength—Agricultural Abundance

Town & Country Build Our Future Together

"Consider Thine Inheritance . . .
and be glad thy lot is cast in such a land"

Industry & Agriculture: Partners in Progress

Agriculture Makes Our Product Possible

(Your Name) Salutes 100 Years of Service by the USDA

If You Eat, You Have a Stake in an Efficient U.S. Agriculture

Nobody with an Empty Stomach Knocks Agriculture

1862 ★ U.S. Department of Agriculture ★ 1962

from
Lincoln



U.S. Department
of Agriculture



to
Kennedy

One of Our Best Customers: The American Farmer

Stronger Agriculture Means a Stronger America

WINDOW
DISPLAYS

BILLBOARDS

BAG
STUFFERS

BAG
IMPRINTS

CAR CARDS

You can easily work out a wide range of approaches to any of these items by simply adapting the materials in this book. Take window displays. You'll find that many of the ideas in the section on Exhibits can be used for even small-space displays. Or, you can build a simple display by combining one of the slogans listed above with the poster and plaque and several USDA photos. Blow-ups of ads can be the basis for window displays of any size. You'll also find the ads especially handy for preparing shopping-bag stuffers and imprints. As for billboards, the slogans will help you here too, and the postmark ads, small as they are, may suggest design ideas.



EXHIBITS

IDEAS FOR YOUR OWN

When it comes to planning your own exhibit, you'll find that imagination counts more than ample time, money, and materials. The ideas that follow, therefore, are guidelines which are not intended to be used simply "as is."

Thus, even the most elaborate of them will be useful in sparking your own thinking or maybe ideas from a whole group in a brain-storming session. The result may be something entirely different from anything below, but something that best suits your particular audience and the location you plan to use.

And speaking of locations, a little imagination helps here too. Possibilities are any of the places where large numbers of people naturally congregate, pass by or through; or suitable places they can conveniently reach. Such places might be the lobbies of office buildings, meeting halls, school classrooms or cafeterias, airline terminals, bus and train stations, shopping centers, stores and banks, or larger exhibitions such as home shows, state and county fairs.

One final suggestion on this point: You might first use your exhibit as part of a special Centennial program, perhaps at a luncheon or dinner meeting, then set it up for more permanent display in a show window, a school, or parish house.

No matter where it will be seen, though, design your exhibit so that everyone can easily understand it. A good exhibit explains itself, clearly and dramatically. To help yours do so too, make sure that every element not only makes a point in itself, but contributes to the over-all theme. Be sure too that all titles are legible to people standing, and moving, at a distance.

In building your own exhibit, select the lightest building materials strong enough for their purpose. Put looks ahead of unnecessary bulk. Among good construction materials are plywood, peg board, and eardboard. For making molded parts, you can choose from papier-mache, plaster of paris, wax, and clay. Use wire, nails, and screws to make sure that all fastenings are good and secure (beware the toppling wall!).

Many items in this book, incidentally, can help you put together an effective exhibit. Among them are the poster, plaque, photos, and ads (which can be enlarged photographically).

Here are some themes for exhibits and ways you might handle them

● **IMPORTANCE OF THE FARMER** Blow-up photo of farmer as dominating element, supplemented by separate illustrations, or by models that can be moving or stationary. Message is that the farmer is a VIP in many ways . . . As a *producer*: pictures of supermarket (abundant food), man enjoying cigarette (tobacco), woman modeling dress (cotton and wool), newspapers rolling off the presses (wood), factory (raw materials farming supplies to industry). As an *employer*: workers in food processing, packaging, transporting, and distributing, in tractor or chemicals factory. As a *customer*: farm equipment, tires, petroleum products, other consumer goods that everyone buys. As a *citizen*: patriotic gathering, farmers at polling place or public meeting, young farmers among other Army recruits. Taped message with each of the 4 sections to supply details.

● **AMERICA'S STRENGTH—AGRICULTURAL ABUNDANCE** Food reserves of the United States contrasted with Soviet Russia, China, France and England; visualized by 3-dimensional charts. Symbolic figure represents each country beside each chart. Actual commodities could be used on charts. Photo murals of farm production in the United States featured.

● **FOOD IS A BARGAIN** Enlargements of pages from "Food Is a Bargain" (USDA Marketing Bulletin No. 18), 40" x 60" each. Walk-through exhibit. Tape recording to highlight theme by use of human voice, sound of cash register and music in a supermarket.

● **QUANTITY OF FOOD** Exhibit showing how much food an average family of four consumes in one year. Actual packages of food displayed. Copy to emphasize that one farmer produces food for more than six such families. In addition, he produces a reserve food supply for use abroad and for any national emergency.

● **QUALITY OF FOOD** USDA motion picture "The Agriculture Story" in a continuous showing before a seated audience. The film features maintenance of quality in the production and handling of food in the United States.

● **FEW FARMERS—HIGH PRODUCTION** Case history of actual farm 50 or 100 years ago showing photographs of farm family, hired hands, and what they produced. Contrast with the same farm today showing people on the farm and their production record. If an actual farm cannot be located, a symbolic portrayal of a typical farm then and now could be presented.

● **SMOKEY BEAR CAMPAIGN** Animated model of Smokey, life-size; head turns, mouth opens and shuts. Message on tape tells history and operations of campaign. Ends with facts on results of Smokey campaign in preventing forest fires.

● **SCHOOL LUNCH PROGRAM** Large photo murals black and white and in color, showing children in school cafeterias, healthy and happy. Models of well-balanced nutritious lunches on trays placed in front of photo murals. Revolving vertical drum with text applied to surface tells brief history of how campaign operates and its results.

● **CONSUMER RESEARCH** Live demonstration before seated audience showing (a) interview with housewife, (b) tabulation of results of interviews, and (c) application of results in industry. Turntable 12 feet in diameter divided into 3 sections with backgrounds. Turntable stops for each of the 3 skits. Actors and actresses act in pantomime; recorded voice carries message. Individual earphones may be substituted for a main loudspeaker.

● **SOYBEANS TO PLASTICS** Animated graphics and flow chart on dark panel showing processes involved in producing plastics from soybeans. Lighted transparencies showing varied uses of plastics in everyday life. Black-and-white photo of soybean field precedes animated flow charts.

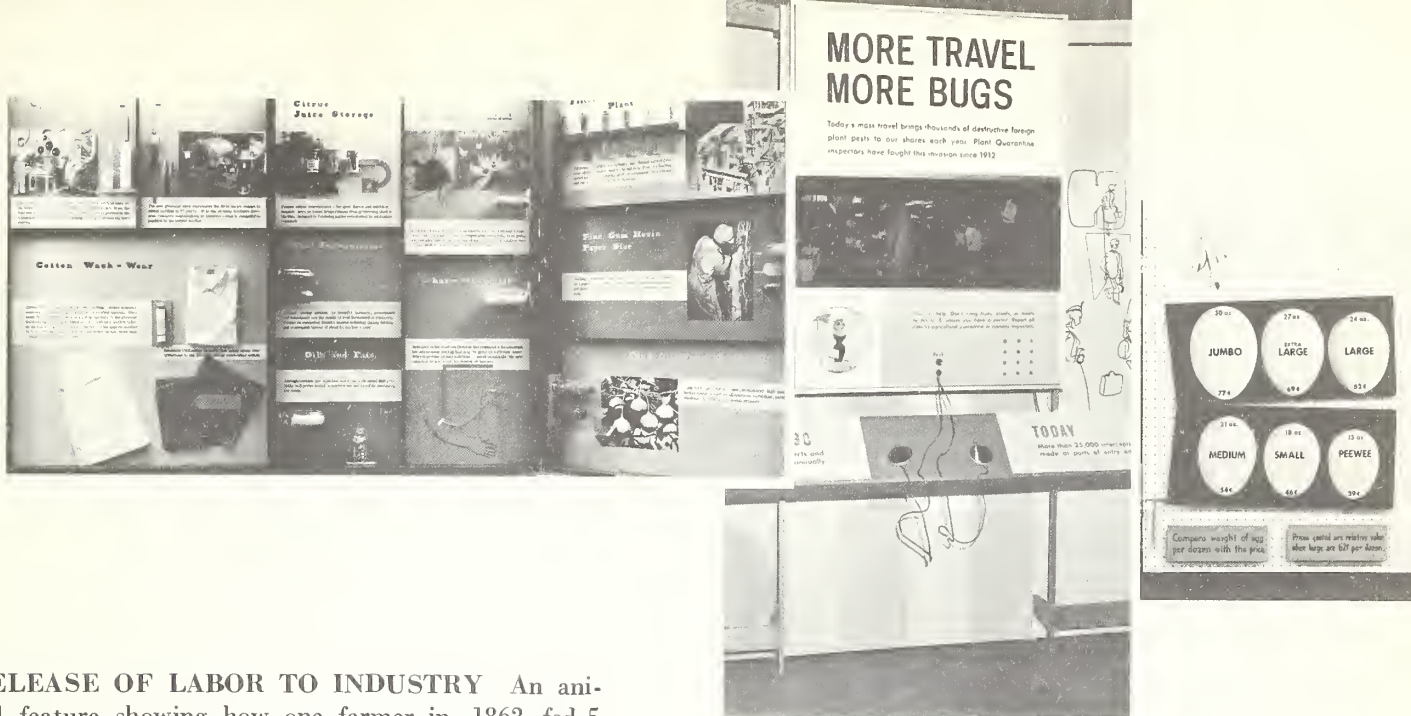
● **CORN TO MISSILE FUEL** Black-and-white photo mural of cornfield. Actual ears of corn applied over photograph. Ears converge into flow chart showing processes involved in production of missile fuel that uses corn as an ingredient. Small, continuous motion picture showing take-off of missile includes message in sound or titles.

● **CONTROL OF INSECTS** Live insects, such as termites, on display. Cross-section of earth-filled model to show tunnels, termite colonies, and destruction of wood. Adjacent models to show methods of control by chemicals and by structural barricades.

● **CONTROL OF WEEDS IN LAWN** An island exhibit with windows on all sides. Look-in windows featuring view of actual "before and after" applications of weed killer to sections of lawn grass. Each section is 4 feet square. Fluorescent light overhead to prolong life of grass.

● **TIPS ON BUYING CLOTHES** "Style show" featuring tips for buying clothes conducted by experts using samples of clothes and special visual aids. Presentation on stage before seated audience.

● **BUYING FOODS BY GRADE STANDARDS** An audience participation exhibit showing various USDA meat grades of a typical cut. Visitors are encouraged to guess grades shown in transparencies by pressing a button. Correct identification of a grade illuminates copy beside the picture.



● **RELEASE OF LABOR TO INDUSTRY** An animated feature showing how one farmer in 1862 fed 5 people while the farmer today feeds 27. Next to symbolic cutout of a farmer is a series of vertical slats each revolving on its own axis, to picture changes from 1862 to 1962 in the balance between farm and industrial labor force. Concludes with black-and-white photos of modern American industry and farming scenes.

● **CULTURAL HERITAGE** Photo salon showing outstanding early photographs and reproductions of art depicting American rural life. Subjects might include home life, barn dances, town meetings, church activities, election day. Supplemented by recorded folk music.

● **PROGRESSIVE YOUTH ACTIVITIES** Photos of early 4-H activities supplemented by actual handcrafted articles and clothing that members have produced. Today's 4-H activities also featured. Exhibit manned by 4-H members giving demonstrations if possible.

● **FOREST CONSERVATION** Case history of a forest denuded by fire and erosion that was reclaimed by reforestation and good management practices. "Before and after" models supported by photos. Forest Service Multiple Use Program of today featured in last panel.

● **FLOOD CONTROL** Case history of a watershed such as the Mountain Run Watershed near Culpeper, Va. Model using running water to show operation of flood-control dams. Supplemented by photos showing construction of dams and reservoir. "Before" photos showing floods in the town, alternate flood and drought conditions on surrounding farms. "After" scenes to feature a modern town with adequate water supply, new factories and hospital, improved farms, and new recreational areas.



● **INFORMED FARM POPULATION** Artwork and 3-dimensional models show how research information is brought to the farmer through the Extension Service, schools, and universities. Exhibit to include photos of past and current extension work on the farm.

● **MEAT INSPECTION** Large photo cutout of Federal meat inspector. Line drawing on background wall showing inspector at work on carcasses moving on a traveling overhead track. Meat products, illustrated by artwork, flow from packing house to the home and family. Exhibit includes official USDA inspection stamp.

● **SANITARY FOOD HANDLING AND STORAGE** A look-in view of refrigerated railroad car. 3-dimensional scale model showing vegetables stored and crated for shipment. Models of vegetables such as tomatoes showing effects of too cold and too warm temperatures. Good and bad tomato grades illustrated.

● **PREPARING WELL-BALANCED MEALS** USDA 1959 Yearbook on food featured by photographic enlargements of key pages in addition to color transparencies illustrating well-balanced meals. 4-H Club girls to walk out of simulated pages and give simple food-preparation demonstrations.

● **FOOD TO FURTHER PEACE** Exports to needy nations. Actual packages, crates of food or commodities placed overhead or in front of photo mural of peoples throughout the world in need of food. Brief illustrated history of foreign aid through the years, emphasizing agriculture's contributions today.

● **SHARING OF KNOWLEDGE** Case history illustrated by photos of person from abroad, showing what he learned about farming here and then introduced in his own country.

● **EXCHANGE PROGRAM** Series of light, humorous drawings showing highlights in the visit of a foreign exchange student to this country. Companion series showing an American exchange student abroad. On tape, the two students talk about what they learned abroad. If available, an exchange student could man the exhibit.

USDA EXHIBITS

The following two exhibits, which were built by the Department of Agriculture, are timely during the Centennial Year and beyond it. Both have strong appeal for urban audiences.

The Changing Faces of Our Land is the Centennial Photography Exhibit. More than 650,000 photos have been reviewed in a search for the 300 that depict American agriculture over the past century and its impact on our economic, cultural, and spiritual life. The exhibit will include the work of many of America's outstanding photographers.

The exhibit's walk-through structure is composed of two sections, each 25 feet square and 8 feet high. Shipping weight is approximately 5,000 pounds.

The Meat Miracle tells consumers the story of our abundant meat supply . . . its production, distribution, nutrition, healthfulness, and the bargain that meat is. Striking and dramatic, the exhibit uses automated devices, projectors, and audio aids, in addition to its own lighting system.

The exhibit consists of 9 sections, covers about 1,000 feet of floor space, and is 8 feet high. Shipping weight is approximately 13,000 pounds.

How to Obtain

Either exhibit may be obtained without cost from:

Exhibits Service
Office of Information
U.S. Department of Agriculture
Washington 25, D.C.

Sponsors will defray transportation costs, provide space, and furnish labor and services to install, maintain, dismantle, and re-crate.

Please note: So many requests for showings have already been received for these two exhibits that both are booked fairly solidly for some months to come. Write us for availabilities.

If you would like a list of the many other exhibits available from the Department, please write to the address above.

IV

OTHER WAYS TO PARTICIPATE





ORGANIZING YOUR OWN CENTENNIAL PROGRAM

Although the Speakers' Bureau will not be able to provide speakers at the county or local level, you can get help from the Centennial Committee in your own county or from a land-grant school in your State. In any event, a Centennial program at these close-to-home levels may be devoted to agriculture from a local viewpoint and thus can best be handled by a local speaker.

To provide background material for your speaker, choose some of the USDA publications we've already listed. Or make them available to everyone who attends your program.

Films, filmstrips, and exhibit ideas we've already mentioned can be used to supplement a talk or to form the basis for it. The Centennial plaque, displayed on or near the speaker's rostrum, is another good way of highlighting the subject of the program. Several Centennial posters decorating various parts of the room will give your program another of the special touches that help make any meeting successful.



CENTENNIAL SPEAKERS' BUREAU

*... it can help you present
a successful program on agriculture*

Organizations and clubs throughout the Nation are planning special programs during the Centennial to pay tribute to American agriculture today and its achievements in the past 100 years. Through its Speakers' Bureau, the USDA will be happy to provide outstanding speakers for such meetings at the national and regional levels. At the state level, the Bureau will help as many groups as possible.

The men and women who staff the Speakers' Bureau are key people from the Department's major agencies. Consequently, each request for a speaker will receive expert attention from a person well qualified to choose an authority to give a talk on almost any agricultural subject.

For further details, write to:

Centennial Speakers' Bureau
U.S. Department of Agriculture
Washington 25, D.C.

CENTENNIAL FILM FESTIVAL OF AGRICULTURE

*... the first American film festival devoted
entirely to the subject of agriculture*

The Festival will be a major event of the Centennial and will be held in Washington in November 1962. You are eligible to enter if you have a 16-mm agricultural film (or films) falling in any of these twelve categories: *farming, crops, animals, engineering, food, gardening, home, pests, resources, science, recreation, wildlife.*

Purpose of the Festival is to encourage, discover, and honor superior films on agriculture, and to extend greater recognition to their makers. The results of the Festival will be more than just an awards ceremony. There will be increased demand for the winning films from TV, schools, and groups of many kinds in all parts of the country.

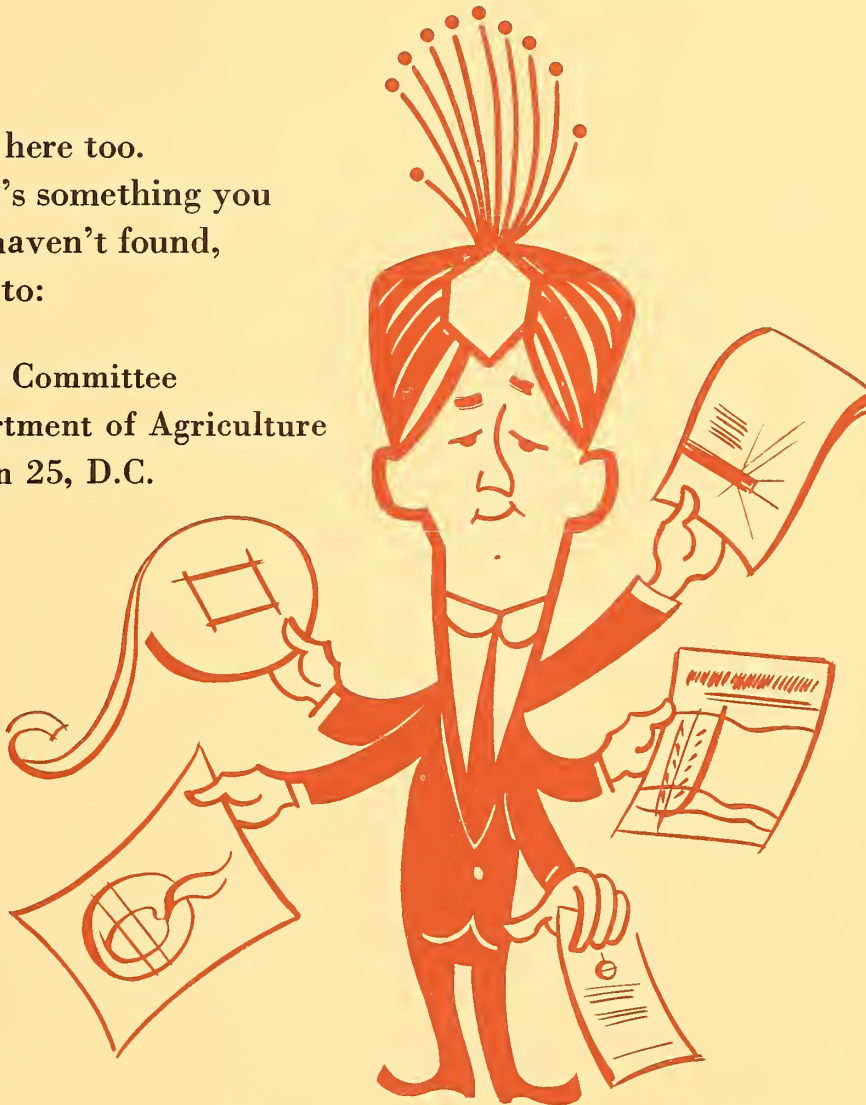
For further information, write to:

Centennial Film Festival
U.S. Department of Agriculture
Washington 25, D.C.

*If You Don't See It . . .
Ask For It!*

That goes here too.
So if there's something you
need but haven't found,
just write to:

Centennial Committee
U.S. Department of Agriculture
Washington 25, D.C.



. . . and we'll do all we can to make sure that you get it.



Growth Through Agricultural Progress

